SMOKERS AND NON-SMOKERS:

FACTS YOU SHOULD KNOW

Both smokers and non-smokers deserve to know facts, not innuendo, about cigarettes. Yesterday, Philip Morris and other U.S. tobacco manufacturers helped to set the record straight by speaking before a Congressional committee. For your consideration, here are the highlights of the information presented by Philip Morris in that session:

Fact:

Philip Morris does not add nicotine to its cigarettes.

The nicotine delivery of all commercial cigarettes is measured and disclosed to one tenth of a milligram, both in public releases by the Federal Trade Commission, and in every advertisement for the last 25 years. In the end, Philip Morris lowers the amount of nicotine naturally occurring in tobacco by between 50% in the case of a Marlboro, and 90% in an ultra-low brand.

Fact:

Philip Morris does not "manipulate" nicotine levels.

We voluntarily opened our manufacturing operations to the Food and Drug Administration, in a good faith effort to resolve the allegations that we add nicotine or control its level in our cigarettes. Our manufacturing process includes over 400 quality control checkpoints and only two of them measure nicotine. In every case, and with every brand we manufacture, the nicotine level in the finished cigarette is lower than the nicotine level of the original, natural tobacco leaf.

Fact:

Philip Morris has not used patented processes to increase or maintain nicotine levels.

Philip Morris, like every other corporation, applies for, and obtains patents on virtually every innovation we pioneer. Philip Morris currently holds over 600 patents. They are publicly disclosed upon issuance through the U.S. Patent Office. Philip Morris has never used any of these patents to increase, or even maintain, nicotine levels in any of its products. In fact, the only nicotine related patents Philip Morris has ever used are for the reduction of nicotine.

Fact:

Philip Morris does not believe cigarette smoking is addictive.

People can and do quit smoking all the time. According to the 1988 Surgeon General's Report, there are more than 40 million former smokers in the United States and 90% quit on their own, without any outside help.

Fact:

None of the ingredients added in the manufacture of cigarettes is harmful as used.

Cigarette ingredients have been scrutinized by the Department of Health and Human Services since 1986. In addition, an independent safety assessment was conducted by six renowned scientists. Their report concluded: "The ingredients added to tobacco in the manufacture of cigarettes by the six major U.S. manufacturers are not hazardous under conditions of use."

In closing, we'd like to offer one more fact about how the majority of Americans feel about smoking bans. According to a recent CNN/USA Today poll, the majority of non-smokers, as well as smokers, are opposed to outright smoking bans. In fact, almost 7 out of 10 Americans favor designated smoking areas. Obviously, non-smokers feel that smokers have rights, too.

For a full transcript of the information presented by Philip Morris, the ingredients list, or further information, please call 1-800-852-8749.

Philip Morris USA

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